

Paris, November 9, 2021

**AN ESTIMATED 6 MILLION PEOPLE VIEWED  
*L'ARC DE TRIOMPHE, WRAPPED, PARIS, 1961 - 2021* IN PERSON**

***685 million people experienced the Paris-based project through media sources***

**An estimated 6 million people viewed Christo and Jeanne-Claude's *L'Arc de Triomphe, Wrapped, Paris, 1961 - 2021* during its 16 days from September 18 through October 3, 2021.** The project, realized in partnership with the Centre des monuments nationaux (CMN), in coordination with the City of Paris and with the support of Centre Pompidou, wrapped the Arc de Triomphe monument in 25,000 square meters of recyclable silvery blue fabric and 3,000 meters of recyclable red rope. The artwork was free and accessible to the public, no tickets or reservations were required to view and touch the temporary work of art.

*"The artwork of Christo and Jeanne-Claude created an exceptional enthusiasm: six million visitors came to admire *L'Arc de Triomphe, Wrapped*", says **Anne Hidalgo, Mayor of Paris**. "What a tribute for these artists who, with their slightly crazy project, delighted all the Paris lovers. This is how our capital is constantly reinventing itself and giving full room to the creativity and freedom of artists."*

*"*L'Arc de Triomphe, Wrapped*, by Christo and Jeanne-Claude, an event of international resonance that the Center des monuments nationaux is happy to have made possible, allowed millions of eyes from all over the world to look at this symbolic monument of the history of France and Paris. After two difficult years, cultural heritage and creation have come together to offer the public an unforgettable moment of shared joy", adds **Philippe Bélaïval, President of the Center des monuments nationaux**.*

Like all of Christo and Jeanne-Claude's past projects, ***L'Arc de Triomphe, Wrapped* received no public funds or sponsorships, and was entirely funded through the sale of original works of art by Christo**, including preparatory studies and collages, models, artworks from the 1950s and 1960s and lithographs. The cost of the project was approximately 14,000,000 Euros (16 million USD). The cost includes planning, engineering, building, staffing, maintenance, and removal of the work of art.

## **Employment**

**More than 1,200 workers contributed to the project, including manufacturers, engineers, building contractors, onsite monitors, and security personnel.** The construction team was made up of 140 individuals with 95 climbers, who unfolded the fabric panels on each of the

four facades of the Arc de Triomphe from its rooftop terrace. **More than thirty partnering companies for the project** included Les Charpentiers de Paris, who were also the builders for *The Pont-Neuf, Wrapped* in 1985; Réseau Jade, a French company specializing in rope access; the German engineering and design studio Schlaich Bergermann Partner (SBP); and the German membrane engineering company büro für leichtbau.

**Over 350 welcome monitors greeted visitors to the artwork and handed out free fabric samples** throughout its 16 days. The majority of monitors were from France, however, they represented approximately 20 different nationalities, and languages spoken including French, English, Italian, Spanish, German, Bulgarian, Chinese, and Japanese.

*"The success of L'Arc de Triomphe, Wrapped is a true testament to the dedication and enthusiasm of the many workers and partners who helped bring it to life," said Vladimir Yavachev, project director. "I would like to reiterate my gratitude to President Emmanuel Macron, Mayor Anne Hidalgo, Philippe Bélaï, and many others who supported the project and played a critical role in realizing Christo and Jeanne-Claude's vision."*

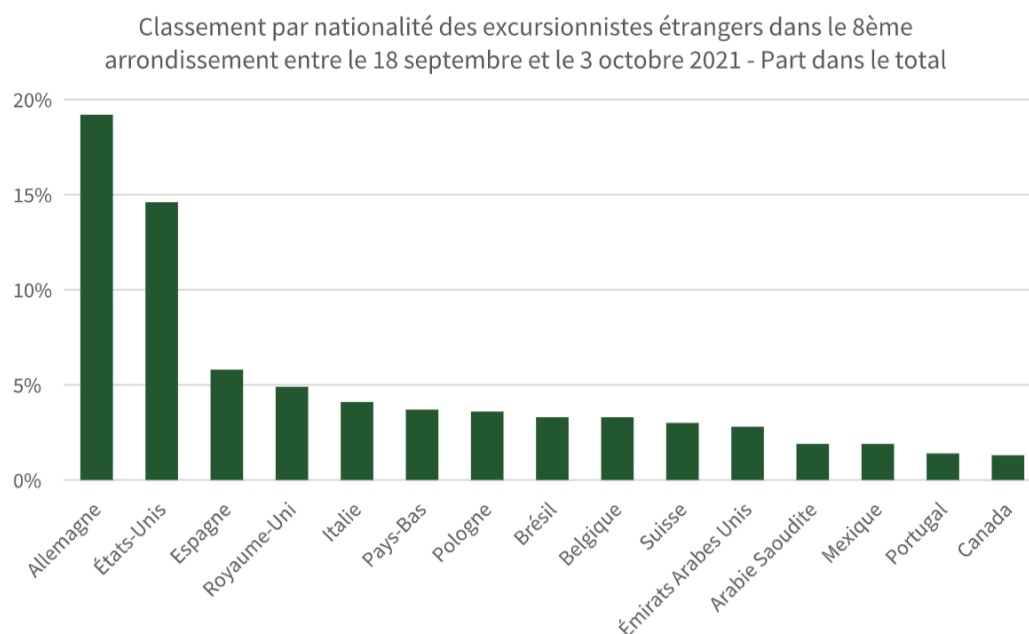
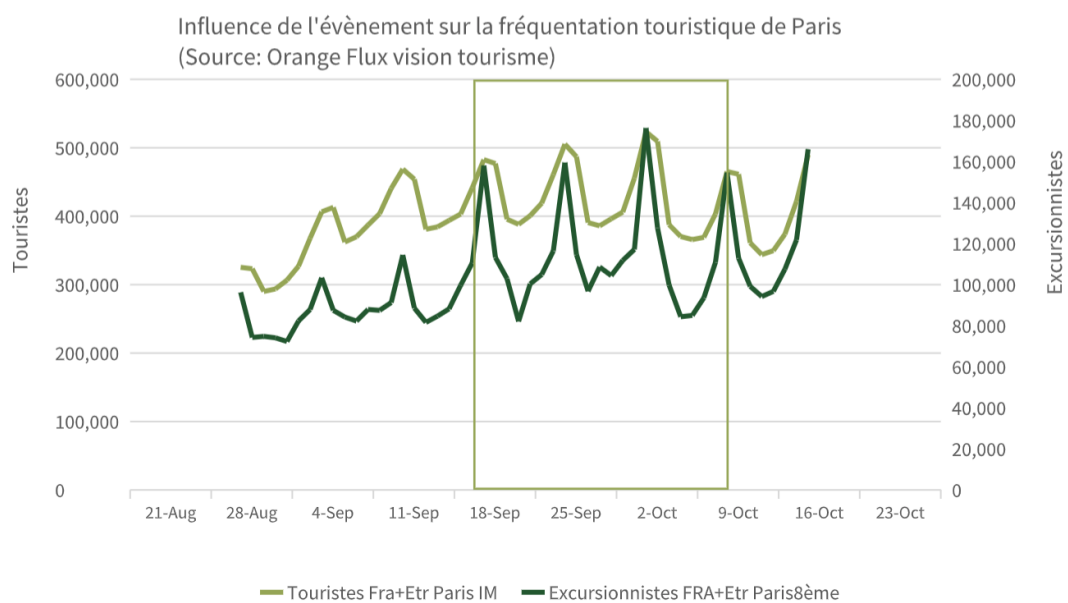
### **Visitorship and tourism**

**According to the Paris Convention and Visitors Bureau, an estimated 6 million Parisians and visitors from around the world experienced L'Arc de Triomphe, Wrapped, Paris, 1961-2021** in person and explored the area outside of its perimeter, including shops and restaurants. Of these 6 million, it is estimated that 3.2 million were visitors (tourists staying in the area or day-trippers who spent several hours near to the monument) and **1.1 million were primarily motivated to see the artwork, generating an estimated 235 million euros in tourism revenue during their stays.**

To enable visitors to enjoy *L'Arc de Triomphe, Wrapped, Paris, 1961-2021* safely and close up, the Place de l'Etoile was closed to vehicular traffic and pedestrianized for the three weekends of the display. This exceptional closure to traffic was organized with the support of the City of Paris and the Préfecture de Police, and enabled over **1.4 million Parisians and visitors to enjoy the artwork car free thanks to the pedestrian perimeter during the weekends.**

*"L'Arc de Triomphe, Wrapped is one of the most significant events on the Parisian cultural agenda for the start of the 2021 school year, and a moving tribute to the artists Christo and Jeanne-Claude", said Corinne Menegaux, executive director of the Paris Convention and Visitors Bureau. "This monumental installation has revealed another face of Paris and its most emblematic monuments. It was a success, since the ephemeral work had a unifying effect, attracting Parisians and Ile-de-France residents, foreign tourists passing through or coming especially for the occasion! An artistic feat that will long remain in the memories of Parisians and visitors from around the world."*

According to the data provided by *Orange Flux vision tourisme*, **during the dates of the artworks, tourism in Paris experienced a 19.3% overall increase**, with an 83% increase in German tourists and 18% increase in American tourists. Additionally, 30% of day trippers in the area where the artwork was presented were foreigners, and 70% French. At the same time, the distribution of tourists in Paris was 49% foreigners and 51% French. **These figures are testament to the great enthusiasm of both French and foreign tourists for *L'Arc de Triomphe, Wrapped*.** Hotel occupancy in the area adjacent to the Arc de Triomphe also saw a 51% increase over 2020.

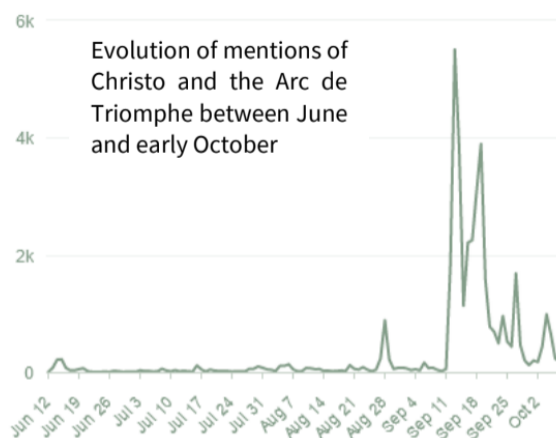


## Communications and media coverage

The Paris-based *L'Arc de Triomphe, Wrapped* received widespread international attention through print, video and online communications channels. 685 million people discovered the project through all types of media and **270 million people were reached through Twitter alone**.

The biggest peak in terms of information being relayed about *L'Arc de Triomphe, Wrapped* was on September 13, 2021, the day after large sections of fabric were being unfurled on the monument. More than 5,500 mentions relayed information about the event. The second highest peak took place during the opening weekend of the art display on September 18 and 19.

Additionally, a free digital guide about the artwork and a corresponding photographic exhibition, held on the Banks of the River Seine, was offered on the Bloomberg Connects app through Google Play and the App Store. The guide was downloaded approximately 10,000 times.

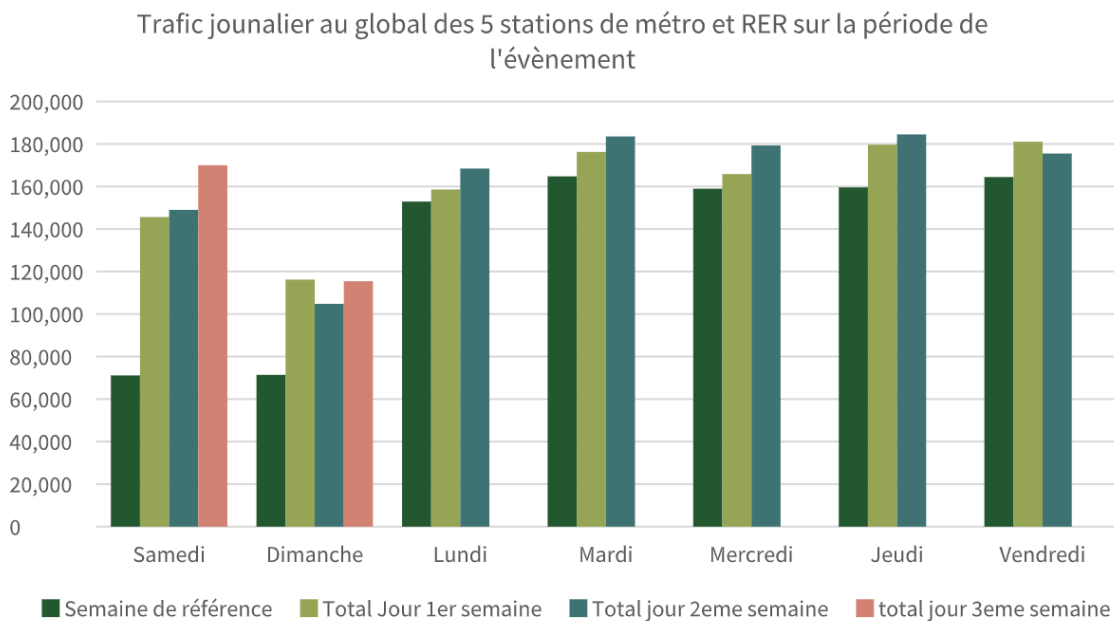


## Public transportation

According to the RATP, the Paris public transportation network, the use of the 5 metro and RER stations located around the Arc de Triomphe (Charles de Gaulle-Etoile metro and RER stations, Franklin D. Roosevelt, George V, Kléber and Ternes) increased significantly compared to the week before the start of the event.

Over the first week (from September 18 to 24, 2021) the increase was 19% compared to the week of September 11 to 17, 2021. The increase was 21% for the second week of the display in relation to the same reference week, and 100% on the last weekend of the artwork. In

total, an average of 175,000 additional travelers each week departed from these metro stations. Saturdays saw a doubling of this attendance with a 139% progression on the last Saturday of the display. Over the period of the event, the number of visitors on Saturdays almost reached the level of weekday traffic.



## Key numbers

### Viewers

- French Residents (Paris and its region): 2.8 million
- Tourists: 3.2 million
- Intentional tourists (visiting Paris specifically for the artwork): 1.1 million
- Total: 6 million

### Top Foreign Visitation

- Germany: 19% (83% increase in German tourists)
- United States of America: 14.5% (18% increase in American tourists)
- Spain: 6%
- United Kingdom: 4.5%

### Adjacent 5 metro stations (Charles-de-Gaulle Etoile, Franklin D. Roosevelt, George V, Kléber, Ternes) according to the RATP

- 19% increase: week 1
- 21% increase: week 2
- 100% increase: last weekend

## Deinstallation and recycling

**Deinstallation of *L'Arc de Triomphe, Wrapped, Paris, 1961-2021*, began on October 4 and will end by November 10, 2021.** During this time, the interiors and the panoramic terrace of the monument, managed by the CMN, remained open to the public. The Eternal Flame, in front of the Tomb of the Unknown Soldier at the Arc de Triomphe, also continued to burn throughout the entire project including the dismantling period, as well as the daily ceremony of rekindling the flame that pays homage to the Unknown Soldier and those who lost their lives fighting for France.

**As done in all past projects by Christo and Jeanne-Claude, the materials used to create *L'Arc de Triomphe, Wrapped* will be reused, upcycled, and recycled.** The 25,000 square meters (269,098 square feet) of silvery blue polypropylene fabric and 3,000 meters (9843 feet) of red polypropylene rope will be upcycled by Parley for the Oceans, the global environmental organization fighting marine plastic pollution. Parley will upcycle the materials, benefiting its Clean Waves fundraising platform with 100% of net proceeds supporting the expansion of remote island cleanups, education and infrastructure projects.

*"Art has the power to raise questions, to provoke new thoughts and to drive change," said **Cyrill Gutsch, Founder & CEO, Parley for the Oceans.** "Parley becoming a partner of the artwork *L'Arc de Triomphe, Wrapped* by Christo and Jeanne-Claude sends the strong message that protecting our oceans, our climate can only succeed as a collaborative effort. Repurposing and upcycling fabric and ropes, off-setting the plastic and carbon footprint is just the beginning. The long-term solution is in developing new materials which can replace the harmful standards of the past. Artists and scientists play a vital role in this process, which we at Parley call the Material Revolution."*

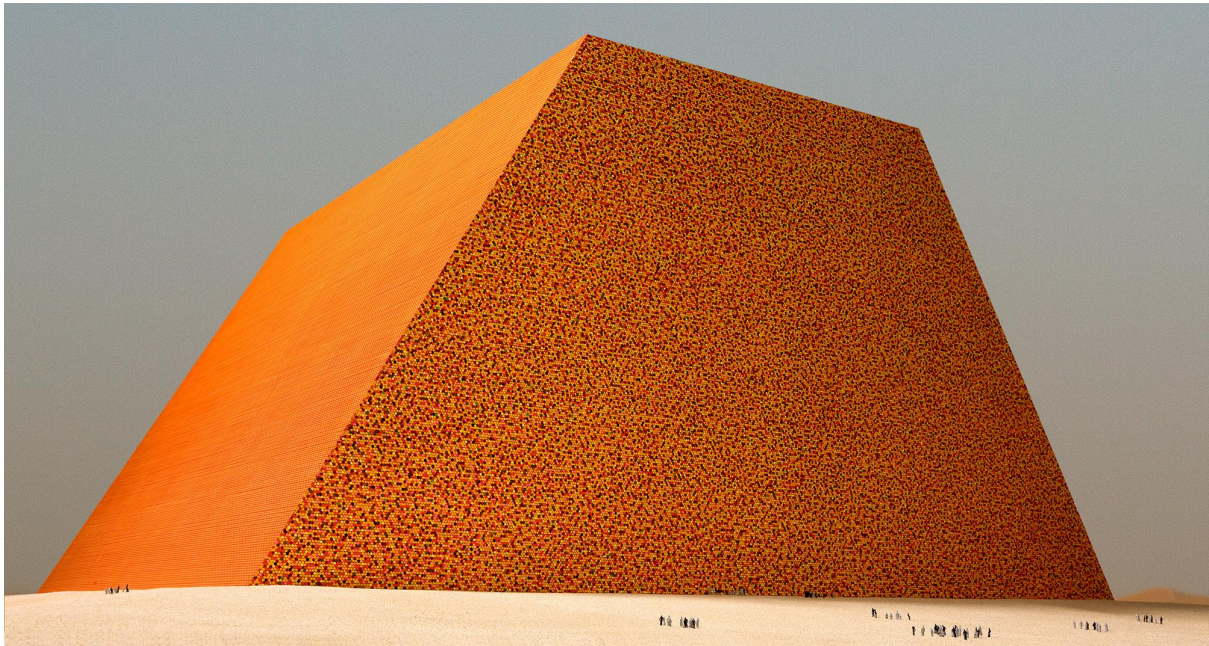
Additionally, Parley is committed to intercepting plastic and carbon emissions to counteract the footprint of its partnering projects and will turn them double positive. For every 1kg of plastic used and carbon emissions created, Parley intercepts 2kg of plastic waste from the environment. Parley is operating in 30 countries to clean-up rivers, coastlines, beaches and islands from plastic waste and is also working to preserve underwater kelp forests which sequester carbon dioxide, support biodiversity, regulate water pH, provide shelter and nourishment for sea life, and buffer the coasts from storms and erosion.

**The materials used for creating the substructures of the work of art will also have a second life.** 40% of the steel used for the project was borrowed from ArcelorMittal and will be returned to the company for further use. The remainder of the steel will be recycled by



Derichebourg Environnement in the Paris area. Wood used on the Arc rooftop will be removed by Les Charpentiers de Paris and assessed for use in the company's future projects.

### What's next



[The Mastaba of Abu Dhabi \(Project for United Arab Emirates\)](#)

Scale model 1979

Enamel paint, wood, paint, sand, and cardboard, 82.5 x 244 x 244 cm (32½ x 96 x 96 in)

Property of the Estate of Christo V. Javacheff - Wolfgang Volz - 1979 Christo and Jeanne-Claude Foundation

Christo and Jeanne-Claude's team will now return focus on a permanent work of art, [The Mastaba, a project for Abu Dhabi](#), which was first conceived in 1977. It will be made from 410,000 multi-colored barrels to form a colorful mosaic, echoing Islamic architecture. If realized, it will be the largest permanent contemporary work of art in the world.

The Mastaba will be 150 meters (492 feet) high, 300 meters (984 feet) long at the vertical walls and 225 meters (738 feet) wide at the 60 degree slanted walls. The colors and the positioning of the 55-gallon steel barrels were selected by Christo and Jeanne-Claude in 1979, the year in which the artists visited the United Arab Emirates for the first time.

The proposed location is inland, approximately 160 kilometers (100 miles) south of the city of Abu Dhabi in the desert of Liwa. The Mastaba will be Christo and Jeanne-Claude's only permanent, large-scale public artwork.

[For more information on this project, visit the artists' website.](#)

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Twitter: [@ChristoandJC](https://twitter.com/ChristoandJC)

Instagram: [@ChristoJeanneClaude](https://www.instagram.com/ChristoJeanneClaude)

Facebook: [www.facebook.com/ChristoandJC](https://www.facebook.com/ChristoandJC)

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